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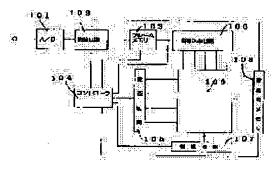
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(54) ORGANIC ELECTROLUMINESCENT DISPLAY DEVICE. AND DRIVING METHOD **THEREFOR**

(57)Abstract:

PROBLEM TO BE SOLVED: To prevent the unevenness of luminance from occurring on a screen by variation of instantaneous luminances at every organic EL element by providing an arithmetic means calculating desired luminescent times in one frame duration while using current values stored in a storage means and luminance data inputted from the outside or the like.

SOLUTION: An A/D conversion circuit 101 receives an analog video signal input to convert it into digital video signal data and the converted digital video signals are supplied to an arithmetic circuit 102 and are arithmetically processed by the control of a controller 104 based on data from a current value memory 108 to be write-stored a frame memory 103. Then, the display of a desired picture is obtained by sequentially controlling the write circuit 106 and the scanning circuit 105 connected to respective rows and columns of a display panel 109 with the controller



104 and by controlling luminescent times of the organic EL elements of the display panel 109 corresponding to the picture stored in the frame memory 103 by a subfield method, for example.

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